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CELLO-TAK®

TRANSFER TY

A revolutionary
for preparing Hand Letter ng
and Type Captions.

Printed in U. S. A.

In this little book you'll find the most revealing line-up of characters of all types and sizes.

We've arranged them in alphabetical order to make it easy to find any face quickly.

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3109-C	Hand Lettering	48 pt	14
3109-L	Hand Lettering	48 pt	14
3110	Hand Lettering	24 pt	14
3111	Hand Lettering	24 pt	14
3115-C	Hand Lettering	48 pt	14
3115-L	Hand Lettering	48 pt	14
3116	Hand Lettering	24 pt	14
3117-L	Hand Lettering	48 pt	14
3117-C	Hand Lettering	48 pt	14
3118	Hand Lettering	36 pt	14
3119	Hand Lettering	24 pt	14
3124-C	Hand Lettering	48 pt	14
3124-L	Hand Lettering	48 pt	14
3131	Hand Lettering	48 pt	14
3132-C	Hand Lettering	36 pt	14
3132-L	Hand Lettering	48 pt	15
3133	Hand Lettering	48 pt	14
	Hand Lettering	36 pt	15
	Hand Lettering	24 pt	15
3135-C	Hand Letterin	36 pt	15
3135-L	Hand Lettering	36 pt	15
3136	Hand Lettering	18 pt	15
3137	Hand Lettering	48 pt	14
3138-L	Hand Lettering	48 pt	15
3138-C	Hand Lettering	48 pt	15
3139	Hand Lettering	36 pt	15
	A Hand Lettering	24 pt	15
	L Hand Lettering	48 pt	15
	Hand Lettering	48 pt	15
	Hand Lettering	36 pt	15
	Hand Lettering	24 pt	15
	Hand Lettering	48 pt	15
	Lettering	48 pt	15
	Lettering	24 pt	15
	Lettering	30 pt	15
	Lettering	60 pt	15
	Lettering	36 pt	15
	ering	36 pt	15
	ing	18 pt	15
	ing	48 pt	15
	Lettering	48 pt	15
	Hand Lettering	24 pt	15
	Hand Lettering	48 pt	16
-C	Hand Lettering	48 pt	16
3176-L	Hand Lettering	48 pt	16
3177	Hand Lettering	36 pt	16
3178	Hand Lettering	24 pt	16
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3182	Drafting	18 pt	7
3189	Fortune	18 pt	7
3190	Fortune	24 pt	7
3191-C	Fortune	36 pt	7

3191-L	Fortune	36 pt	7
3192-C	Fortune	48 pt	7
3192-L	Fortune	48 pt	7
3195	Fortune Extra Bold	36 pt	7
3196	Fortune Extra Bold	96 pt	7
3402	Copperplate	18 pt	6
3403	Copperplate	24 pt	6
3407	Copperplate	48 pt	6
3502	Futura Bold	18 pt	8
3502-3-N	Futura Bold (Numbers)	18-24 pt	9
3503	Futura Bold	24 pt	8
3504	Futura Bold	30 pt	8
3504-5-N	Futura Bold (Numbers)	30-48 pt	9
3505-C	Futura Bold	48 pt	8
3505-L	Futura Bold	48 pt	8
3507-C	Futura Bold	60 pt	8
3507-L	Futura Bold	60 pt	8
3507-N	Futura Bold (Numbers)	60 pt	9
3508-C	Futura Bold	96 pt	9
3508-N	Futura Bold (Numbers)	96 pt	9
3509	Futura Bold	144 pt	9
3512	Futura Bold Cond.	18 pt	9
3512-3-N	Futura Bold Cond. (Numbers)	18-24 pt	10
3513	Futura Bold Cond.	24 pt	9
3514	Futura Bold Cond.	30 pt	9
3514-5-N	Futura Bold Cond. (Numbers)	30-48 pt	10
3515-C	Futura Bold Cond.	48 pt	9
3515-L	Futura Bold Cond.	48 pt	9
3517-C	Futura Bold Cond.	60 pt	9
3517-L	Futura Bold Cond.	60 pt	9
3517-N	Futura Bold Cond. (Numbers)	60 pt	10
3518-C	Futura Bold Cond.	96 pt	9
3518-L	Futura Bold Cond.	96 pt	9
3518-N	Futura Bold Cond. (Numbers)	96 pt	10
3519	Futura Bold Cond.	144 pt	9
3523	Futura Bold Italics	24 pt	10
3525-C	Futura Bold Italics	48 pt	10
3525-L	Futura Bold Italics	48 pt	10
3527	Futura Bold Italics	96 pt	10
3528	Futura Bold Italics	96 pt	10
3532	Futura Demi Bold	18 pt	10
3532-3-N	Futura Demi Bold (Numbers)	18-24 pt	11
3533	Futura Demi Bold	24 pt	10
3534	Futura Demi Bold	36 pt	10
3534-5-N	Futura Demi Bold	36-48 pt	11
3535-C	Futura Demi Bold	48 pt	10
3535-L	Futura Demi Bold	48 pt	10
3537-C	Futura Demi Bold	72 pt	11
3537-L	Futura Demi Bold	72 pt	11
3537-N	Futura Demi Bold (Numbers)	72 pt	11
3539-C	Futura Demi Bold	96 pt	11
3539-L	Futura Demi Bold	96 pt	11
3539-N	Futura Demi Bold (Numbers)	96 pt	11
3543	Futura Demi Bold Italics	24 pt	11
3545-C	Futura Demi Bold Italics	48 pt	11
3545-L	Futura Demi Bold Italics	48 pt	11
3549-C	Futura Demi Bold Italics	96 pt	11
3549-L	Futura Demi Bold Italics	96 pt	11
3552	Futura Medium	18 pt	11
3553	Futura Medium	24 pt	11
3553-4-N	Futura Medium (Numbers)	24-30 pt	12
3554	Futura Medium	36 pt	11
3555-C	Futura Medium	48 pt	11
3555-L	Futura Medium	48 pt	11
3557-C	Futura Medium	72 pt	12
3557-L	Futura Medium	72 pt	12
3557-N	Futura Medium (Numbers)	72 pt	12
3561	Futura Medium Outline	30 pt	12
3562	Futura Medium Outline	42 pt	12
3563	Futura Medium Outline	60 pt	12
3565	Futura Bold Outline	30 pt	12
3566	Futura Bold Outline	42 pt	12
3567	Futura Bold Outline	60 pt	12
3592	Futura Ultra Bold	18 pt	13
3592-3-N	Futura Ultra Bold (Numbers)	18-24 pt	13
3593	Futura Ultra Bold	24 pt	13
3594	Futura Ultra Bold	36 pt	13
3594-5-N	Futura Ultra Bold (Numbers)	36-42 pt	13
3595-L	Futura Ultra Bold	48 pt	13
3595-C	Futura Ultra Bold	48 pt	13
3596-N	Futura Ultra Bold (Numbers)	60 pt	13

3597-C	Futura Ultra Bold	60 pt	13
3597-L	Futura Ultra Bold	60 pt	13
3598-L	Futura Ultra Bold	72 pt	13
3598-C	Futura Ultra Bold	72 pt	13
3598-N	Futura Ultra Bold (Numbers)	96 pt	13
3599	Futura Ultra Bold	144 pt	13
3603	Futura Ultra Bold Italics	24 pt	13
3605-L	Futura Ultra Bold Italics	48 pt	13
3605-C	Futura Ultra Bold Italics	48 pt	13
3608-C	Futura Ultra Bold Italics	96 pt	13
3608-L	Futura Ultra Bold Italics	96 pt	13
3623	Futura Ultra Bold Extended	30 pt	14
3624-C	Futura Ultra Bold Extended	36 pt	14
3624-L	Futura Ultra Bold Extended	36 pt	14
3625-C	Futura Ultra Bold Extended	60 pt	14
3625-L	Futura Ultra Bold Extended	60 pt	14
3633	Venus Ultra Bold Extended	24 pt	19
3634	Venus Ultra Bold Extended	36 pt	19
3635-C	Venus Ultra Bold Extended	48 pt	19
3635-L	Venus Ultra Bold Extended	48 pt	19
3637-C	Venus Ultra Bold Extended	72 pt	19
3637-L	Venus Ultra Bold Extended	72 pt	19
3638	Grotesk	36 pt	14
3639	Grotesk	24 pt	14
3640	Grotesk	18 pt	14
3643	Lydian	24 pt	16
3644	Lydian	36 pt	16
3645-L	Lydian	48 pt	16
3645-C	Lydian	48 pt	16
3647-L	Lydian	72 pt	16
3647-C	Lydian	72 pt	16
3648-L	Lydian	96 pt	16
3648-C	Lydian	96 pt	16
3653	Lydian Italics	24 pt	16
3655-C	Lydian Italics	48 pt	16
3655-L	Lydian Italics	48 pt	16
3657	Lydian Italics	72 pt	16
3658	Lydian Italics	72 pt	16
3700	Arrows		19
3701	Arrows		20
3702	Arrows		20
3703	Arrows		20
3704	Caslon Italics	36 pt	6
3705-C	Caslon Italics	48 pt	6
3705-L	Caslon Italics	48 pt	6
3707	Caslon Italics	72 pt	6
3708	Caslon Italics	72 pt	6
3762	Futura Medium Italics	18 pt	12
3763	Futura Medium Italics	24 pt	12
3764	Futura Medium Italics	36 pt	12
3767-C	Futura Medium Italics	72 pt	12
3767-L	Futura Medium Italics	72 pt	12
3773	Franklin Gothic Cond.	24 pt	7
3773-N	Franklin Gothic Cond. (Numbers)	24-48 pt	8
3775-C	Franklin Gothic Cond.	48 pt	7
3775-L	Franklin Gothic Cond.	48 pt	7
3777-C	Franklin Gothic Cond.	72 pt	7
3777-L	Franklin Gothic Cond.	72 pt	7
3777-N	Franklin Gothic Cond. (Numbers)	72 pt	8
3778-C	Franklin Gothic Cond.	84 pt	7
3778-L	Franklin Gothic Cond.	84 pt	7
3778-N	Franklin Gothic Cond. (Numbers)	84 pt	8
3799	Alternate Gothic	10-12 pt	5
3800	Alternate Gothic	14-18 pt	5
3803	Alternate Gothic	24 pt	5
3804	Alternate Gothic	36 pt	5
3805-C	Alternate Gothic	48 pt	5
3805-L	Alternate Gothic	48 pt	5
3807-C	Alternate Gothic	72 pt	5
3807-L	Alternate Gothic	72 pt	5
3813	Alternate Gothic Italics	24 pt	5
3815-C	Alternate Gothic Italics	48 pt	5
3815-L	Alternate Gothic Italics	48 pt	5
3817-L	Alternate Gothic Italics	72 pt	5
3817-C	Alternate Gothic Italics	72 pt	5
3818-C	Bodoni Condensed	96 pt	6
3818-L	Bodoni Condensed	96 pt	6
3823	Bodoni Bold	24 pt	6
3824	Bodoni Bold	30 pt	6
3825-C	Bodoni Bold	48 pt	6
3825-L	Bodoni Bold	48 pt	6
3827-C	Bodoni Bold	60 pt	6
3827-L	Bodoni Bold	60 pt	6
3829	Baskerville	12 pt	5
3830	Baskerville	18 pt	5
3831	Baskerville	24 pt	5
3832-L	Baskerville	42 pt	5
3832-C	Baskerville	42 pt	5
3833-C	Baskerville	60 pt	5
3833-L	Baskerville	60 pt	5
3843	Bodoni Condensed	30 pt	5
3845-L	Bodoni Condensed	48 pt	5
3845-C	Bodoni Condensed	48 pt	5
3846-L	Bodoni Condensed	72 pt	6
3846-C	Bodoni Condensed	72 pt	6
3849	Traditional	12 pt	18
3850	Traditional	18 pt	18
3851	Traditional	24 pt	18
3852-L	Traditional	42 pt	18
3852-C	Traditional	42 pt	18
3853-L	Traditional	60 pt	18
3853-C	Traditional	60 pt	18
3891	Stymie Open	24 pt	18
3892-C	Stymie Open	42 pt	18
3892-L	Stymie Open	42 pt	18
3893-C	Stymie Open	60 pt	18
3893-L	Stymie Open	60 pt	18
3902-L	Futura Cond. Open	42 pt	10
3902-C	Futura Cond. Open	42 pt	10
3903-L	Futura Cond. Open	60 pt	10
3903-C	Futura Cond. Open	60 pt	10
3905-C	Stymie Extra Bold Cond.	48 pt	18
3905-L	Stymie Extra Bold Cond.	48 pt	18
3908-C	Stymie Extra Bold Cond.	84 pt	18
3908-L	Stymie Extra Bold Cond.	84 pt	18
3912-C	Franklin Gothic Cond.	120 pt	7
3912-L	Franklin Gothic Cond.	120 pt	7
3912-N	Franklin Gothic Cond. (Numbers)	120 pt	8
3913	Franklin Gothic Cond.	188 pt	8
3914	Franklin Gothic Cond. (Numbers)	188 pt	8
3920-C	Hand Lettering	120 pt	16
3920-L	Hand Lettering	120 pt	16
3930	Venus Medium Extended	18 pt	18
3931	Venus Medium Extended	24 pt	
3932	Venus Medium Extended	30 pt	
3933-C	Venus Medium Extended	48 pt	18
3933-L	Venus Medium Extended	48 pt	18
3943-A	Numbers	48 pt	20
3952-C	Wide Latin	48 pt	19
3952-L	Wide Latin	48 pt	19
3953	Wide Latin	30 pt	19
3954	Wide Latin	18 pt	19
3969	Old English	24 pt	17
3970	Old English	36 pt	17
3971	Old English	48 pt	17
3972-C	Old English	72 pt	17
3972-L	Old English	72 pt	17
3980	News Gothic	10-12 pt	17
3980-A	News Gothic	14 pt	17
3981	News Gothic	18 pt	17
3981-A	News Gothic	24 pt	17
3982	News Gothic	36 pt	17
3982-A	News Gothic	48 pt	17
3983	News Gothic	60 pt	17
3990	News Gothic Cond.	10-12 pt	17
3990-A	News Gothic Cond.	14 pt	17
3991	News Gothic Cond.	18 pt	17
3991-A	News Gothic Cond.	24 pt	17
3992	News Gothic Cond.		17
3992-A	News Gothic Cond.	48 pt	17
3993	News Gothic Cond.	60 pt	17
4000	Musical Notes & Symbols		21
4001	Musical Notes & Symbols		21
4110	Circled Numbers	12 pt	20
4120	Circled Numbers	14 pt	20
4130	Circled Numbers	16 pt	20
4140	Circled Numbers	18 pt	20
4150	Numbers	12 pt	20
4160	Numbers	18 pt	20
4170	Numbers	24 pt	20

BODONI COND.

Sound Hea

*3846-L - Lower Case - 72 pt. *3846-C - Caps - 72 pt.

Sound

*3818-C - Caps -96 pt. 3818-L - Lower Case - 96 pt.

BODONI BOLD

Taste In Style

*3823 - Caps & Lower Case - 24 pt.

Taste In Styl

*3824 - Caps & Lower Case - 30 pt.

Taste In

3825-L - Lower Case 3825-C - Caps - 48 pt.

Taste I

3827-L - Lower Case *3827-C - Caps - 60 pt.

CELLO-TAK TRANSFER TYPE

is available in opaque BLACK, WHITE and RED.

CASLON ITALICS

Sparkling

*3704 - Caps & Lower Case - 36 pt.

Sparkling

3705-C - Caps - 48 pt. *3705-L - Lower Case - 48 pt.

Sparkl

*3707 - Lower Case - 72 pt. 3708 - Caps - 72 pt.

COPPERPLATE

DIGNIFIED

*3402 - Caps - 18 pt.

DIGNIFIE

*3403 - Caps Only - 24 pt.

DIGN

*3407 - Caps Only - 48 pt.

COPY BLOC

ohou llol dlho ollollo cynollo ullouho ylloo hou llolle dlho ollollo cynollo ullouho ylo ohou llol dlho ollol dlho ollollo cynollo ullouho ylo ohou llol ullouho ylo ohou llol dlho ollollo cynoll dlho ollol lucynollo ullouho ylo ohou nollo ullouho ylo ohou llolclhho ollollo

3019 - 8-10-12 pt.

DRAFTING

FAST- SIMPLE - ECON

*3182 - Caps - 18 pt.

FAST-SIMPLE-E

*3181 - Caps - 24 pt.

FAST - SIMP

*3180 - Caps - 36 pt.

FORTUNE

ABCDE F a b c d

*3189 - Caps & Lower Case - 18 pt.

ABCDEF abcd

*3190 - Caps & Lower Case - 24 pt.

ABCD abc

*3191-C - Caps 3191-L Lower Case - 36 pt.

ABC ab

3192-C - Caps 3192-L - Lower Case - 48 pt.

FORTUNE EXTRA BOLD

A B a b

*3195 - Caps & Lower Case - 36 pt.

※ Also contains numbers 1 to 0

FORTUNE EXTRA BOLD

3196 - Caps - 96 pt.

FRANKLIN GOTHIC COND.

Clear, Sharp, Black

*3773 - Caps & Lower Case - 24 pt.

Clear, Shar

*3775-L - Caps & Lower Case 3775-C - Caps - 48 pt.

Clear, S

*3777-L - Lower Case 3777-C - Caps - 72 pt.

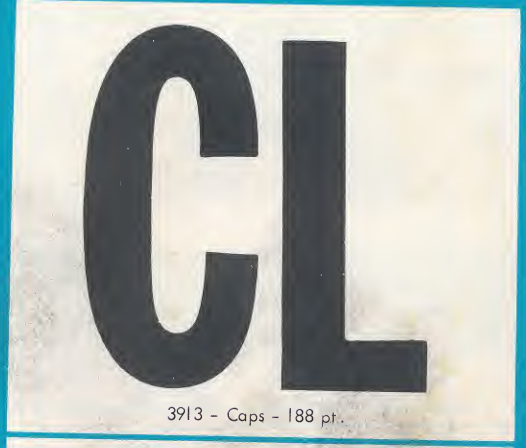
Clear

*3778-L - Lower Case *3778-C - Caps - 84 pt.

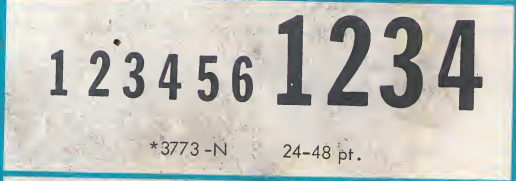
Clea

3912-C - Caps *3912-L - Lower Case - 120 pt.

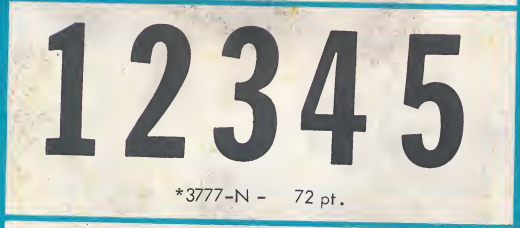
FRANKLIN GOTHIC COND.



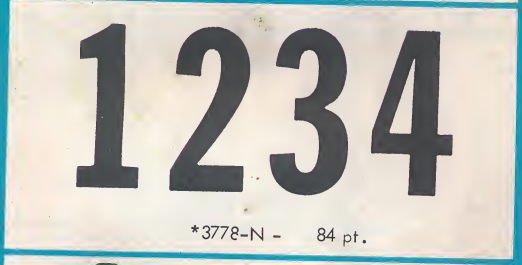
3913 - Caps - 188 pt.



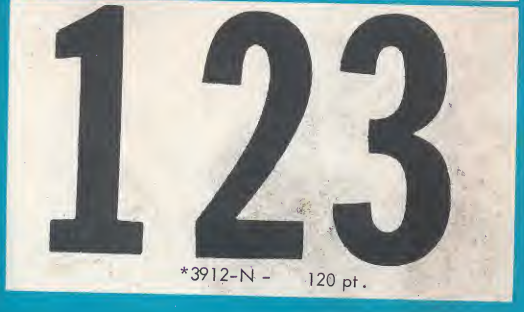
*3773-N 24-48 pt.



*3777-N - 72 pt.



*3778-N - 84 pt.



*3912-N - 120 pt.

FRANKLIN GOTHIC COND.

*3914 - 188 pt.

FUTURA BOLD

Selected Headings For

*3502 - Caps & Lower Case - 18 pt.

Selected Headin

*3503 - Caps & Lower Case - 24 pt.

Selected He

*3504 - Caps & Lower Case - 30 pt.

Selected

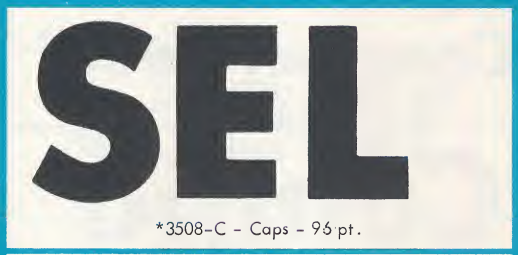
3505-L - Lower Case *3505-C - Caps - 48 pt.

Select

3507-L - Lower Case *3507-C - Caps - 60 pt.

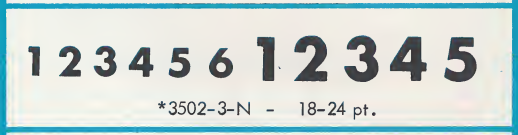
Cello-Tak is perfect for ARTISTS, DRAFTSMEN, DESIGNERS, MAPMAKERS, CHARTMAKERS, PRODUCTION MEN and others.

FUTURA BOLD



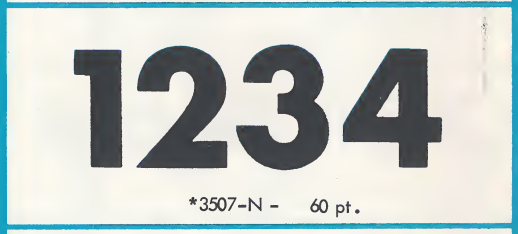
*3508-C - Caps - 96 pt.

3509 - Caps - 144 pt.

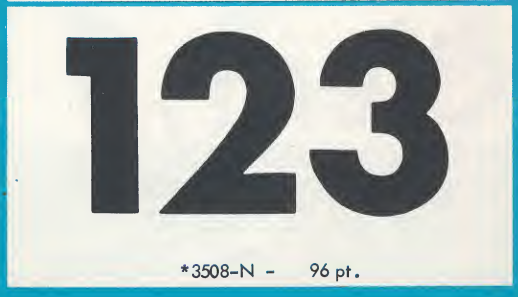


*3502-3-N - 18-24 pt.

*3504-5-N - 30-48 pt.



*3507-N - 60 pt.



*3508-N - 96 pt.

FUTURA BOLD COND.

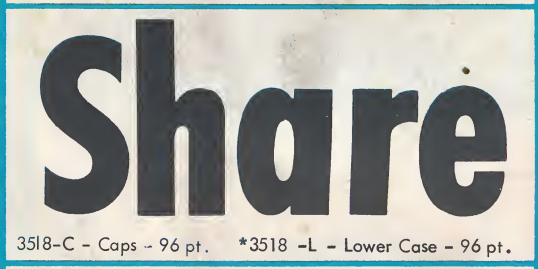
*3512 - Caps & Lower Case - 18 pt.

*3513 - Caps & Lower Case - 24 pt.

*3514 - Caps & Lower Case - 30 pt.

*3515-L - Lower Case *3515-C - Caps - 48 pt.

3517-L - Lower Case *3517-C - Caps - 60 pt.



3518-C - Caps - 96 pt. *3518 -L - Lower Case - 96 pt.

3519 - Caps - 144 pt.

* Also contains numbers 1 to 0

FUTURA BOLD COND.

1234567123456

*3512-3-N - 18-24 pt.

12345123

*3514-5-N - 30-48 pt.

12345

*3517-N - 60 pt.

1234

*3518-N - 96 pt.

FUTURA COND. OPEN

Dramatic

*3902-C - Caps - 42 pt. 3902-L - Lower Case - 42 pt.

Dramat

*3903-C - Caps - 60 pt. 3903-L - Lower Case - 60 pt.

SHEET SIZE 10"X 13" $1.00 ea.

FUTURA BOLD ITALICS

Compact Headi

*3523 - Caps & Lower Case - 24 pt.

Compa

*3525-C - Caps - 48 pt. *3525-L - Lower Case - 48 pt.

Com

*3527 - Caps - 96 pt. *3528 - Lower Case - 96 pt.

FUTURA DEMI BOLD

Clear, Sharp & Opaq

*3532 - Caps & Lower Case - 18 pt.

Clear, Sharp &

*3533 - Caps & Lower Case - 24 pt.

Clear,Sharp

*3534 - Caps & Lower Case - 36 pt.

Clear,S

*3535-C - Caps - 48 pt. 3535-L -Lower Case - 48 pt.

* Also contains numbers 1 to 0

FUTURA DEMI BOLD

Clear

3537-C - Caps - 72 pt. *3537-L - Lower Case - 72 pt.

Clec

3539-C - Caps - 96 pt. 3539-L - Lower Case - 96 pt.

123456 123456

*3532-3-N - 18-24 pt.

1234 123

*3534-5-N - 36-48 pt.

1234

*3537-N - 72pt.

123

*3539-N - 96 pt.

FUTURA DEMI BOLD ITALICS

Great Demand

*3543 - Caps & Lower Case - 24 pt.

Great D

*3545-C - Caps - 48 pt. 3545-L - Lower Case - 48 pt.

Gre

3549-C - Caps - 96 pt. 3549-L - Lower Case - 96 pt.

FUTURA MEDIUM

Get Special Effects in La

*3552 - Caps & Lower Case - 18 pt.

Get Special Effects

*3553 - Caps & Lower Case - 24 pt.

Get Special

*3554 - Caps & Lower Case - 36 pt.

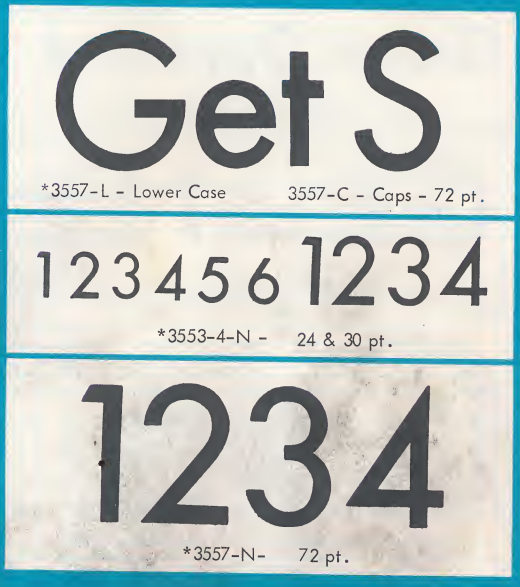
Get Spec

*3555-L - Lower Case 3555-C - Caps - 48 pt.

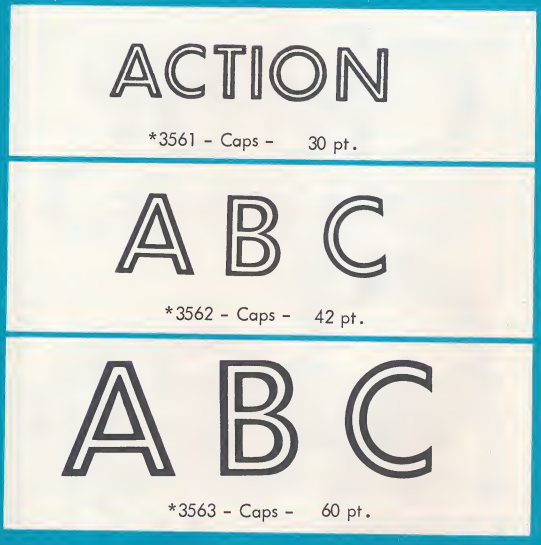
CELLO-TAK was created to be used by Advertising Departments, Department Stores, Lithographers, Art Services, Advertising Agencies, Silk Screen and other allied fields. It can be used for newspaper and magazine advertising, booklets, catalogs, labels, etc.

STYLES SHOWN ARE ACTUAL SIZE

FUTURA MEDIUM



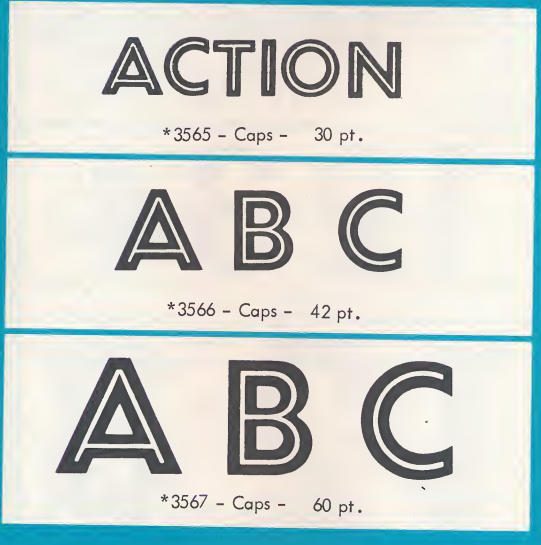
FUTURA MEDIUM OUTLINE



FUTURA MEDIUM ITALICS

CELLO-TAK TRANSFER TYPE at present is available in opaque BLACK, WHITE and RED.

FUTURA BOLD OUTLINE



Cello-Tak is the most practical system of preparing display captions for Offset, Litho, Engraving, Silk Screen, etc.

FUTURA ULTRA BOLD

Solid, Opaque Black

*3592 - Caps & Lower Case - 18 pt.

Solid, Opaqu

*3593 - Caps & Lower Case - 24 pt.

Solid, Op

*3594 - Caps & Lower Case - 36 pt.

Solid

*3595-L - Lower Case *3595-C - Caps - 48 pt.

Solid

*3597-L - Lower Case 3597-C - Caps - 60 pt.

Soli

3598-C - Caps - 96 pt. *3598-L - Lower Case - 72 pt.

S

3599 - Caps - 144 pt.

FUTURA ULTRA BOLD

123456 12345

*3592-3-N - 18-24 pt.

123123

*3594-5-N - 36-42 pt.

123

*3596-N - 60 pt.

123

*3598-N - 96 pt.

FUTURA ULTRA BOLD ITALICS

Action Headin

*3603 - Caps & Lower Case - 24 pt.

Action

*3605-C - Caps - 48 pt. 3605-L - Lower Case - 48 pt.

Act

3608-C - Caps - 96 pt. 3608-L - Lower Case - 96 pt.

⁂ Also contains numbers 1 to 0

FUTURA ULTRA BOLD EXTENDED

New Fac

*3623 - Caps & Lower Case - 30 pt.

New F

3624-L - Lower Case *3624-C - Caps - 36 pt.

New

*3625-L - Lower Case 3625-C - Caps - 60 pt.

GROTESK

New Faces Ç ç à ä é

*3640 - Caps & Lower Case - 18 pt.

New Faces çêí

*3639 - Caps & Lower Case - 24 pt.

New äôù

*3638 - Caps & Lower Case - 36 pt.

HAND LETTERING

Fast, Simple,

*3110 - Caps & Lower Case - 24 pt.

Fast, Sim

3109-C - Caps Only *3109-L - Lower Case - 48 pt.

HAND LETTERING

Fast, Simple, Econo

*3111 - Caps & Lower Case - 24 pt.

CELLO-TAK is easy to use!

*3116 - Caps & Lower Case - 24 pt.

CELLO-TAK is

*3115-C - Caps - 48 pt. 3115-L - Lower Case - 48 pt.

Fast, Sim

3117-C - Caps - 48 pt. *3117-L - Lower Case - 48 pt.

Fast, Simple, Econo

*3119 - Caps & Lower Case - 24 pt.

Fast, Simple -

*3118 - Caps & Lower Case -36 pt.

Cello-Tak is

*3124-C - Caps - 48 pt. 3124-L - Lower Case - 48 pt.

Fast, Simple,

*3131 - Caps & Lower Case - 36 pt.

Fast, Sim

*3137 - Caps & Lower Case - 48 pt.

* Also contains numbers 1 to 0

HAND LETTERING

Fast, Simple, Econ

*3134 - Caps & Lower Case -24 pt.

Fast, Simple

*3133 - Caps & Lower Case - 36 pt.

Fast, Sim

3132-C - Caps - 48 pt. *3132-L - Lower Case - 48 pt.

Fast, Simple, Eco

*3136 - Caps & Lower Case - 18 pt.

Fast, Sim

3135-C - Caps Only *3135-L - Lower Case - 36 pt.

Fast, Simple, Econ

*3139-A - Caps & Lower Case - 24 pt.

Fast, Simple

*3139 - Caps & Lower Case - 36 pt.

Fast, Sim

*3138-C - Caps - 48 pt. 3138-L - Lower Case - 48 pt.

Fast, Simple, E

*3142 - Caps & Lower Case - 24 pt.

Fast, Simp

*3141 - Caps & Lower Case - 36 pt.

HAND LETTERING

Fast, Si

*3140-C - Caps - 48 pt. 3140-L - Lower Case - 48 pt.

Fast, Simple, Economical

*3146 - Caps & Lower Case - 24 pt.

Fast, Simple,

3145-C - Caps Only *3145-L - Lower Case - 48 pt.

Fast, Simple, Econo

*3151 - Caps & Lower Case - 36 pt.

Fast, Simple

*3152 - Caps & Lower Case - 48 pt.

Fast, Simple, Economical

*3159 - Caps & Lower Case - 18 pt.

Fast, Simple

3158-C - Caps *3158-L - Lower Case - 36 pt.

Cello-Tak is easy to

*3161 - Caps & Lower Case - 24 pt.

Cello-Tak

3160-C - Caps - 48 pt. 3160-L - Lower Case - 48 pt.

*Also contains numbers 1 to 0

HAND LETTERING

Style Head

*3175 - Caps & Lower Case - 48 pt.

Display Captions

*3178 - Caps & Lower Case - 24 pt.

Display Capt

*3177 - Caps & Lower Case - 36 pt.

Display C

3176-C - Caps - 48 pt. *3176-L - Lower Case - 48 pt.

EDedu

3920-C - Caps *3920-L - Lower Case 120 pt.

LYDIAN

Style Within Reach

*3643 - Caps & Lower Case - 24 pt.

Style Within

*3644 - Caps & Lower Case - 36 pt.

STYLES SHOWN ARE ACTUAL SIZE

LYDIAN

Style

3645-C - Caps - 48 pt. *3645-L -Lower Case - 48 pt.

Style

*3647-C - Caps - 72 pt. *3647-L - Lower Case - 72 pt.

Style

3648-C - Caps - 96 pt. 3648-L - Lower Case - 96 pt.

LYDIAN ITALICS

Dramatize Your

*3653 - Caps & Lower Case - 24 pt.

Dramatize

3655-C - Caps - 48 pt. *3655-L - Lower Case - 48 pt.

Drama

*3657 - Lower Case - 72 pt. 3658 - Caps - 72 pt.

SHEET SIZE 10"X 13" $1.00 ea.

NEWS GOTHIC

Education-To prepare us for complete
Education-To prepare us for comp
*3980 - Caps & Lower Case - 10-12 pt.

Education-To prepare us for
*3980-A - Caps & Lower Case - 14 pt.

Education-To prepare us
*3981 - Caps & Lower Case - 18 pt.

Education-To prep
*3981-A - Caps & Lower Case - 24 pt.

Education-To
*3982 - Caps & Lower Case - 36 pt.

Education
*3982-A - Caps & Lower Case - 48 pt.

Educati
*3983 - Caps & Lower Case - 60 pt.

NEWS GOTHIC COND.

Education-To prepare us for complete living
Education-To prepare us for complete liv
*3990 - Caps & Lower Case - 10-12 pt.

Education-To prepare us for comp
*3990-A - Caps & Lower Case - 14 pt.

Education-To prepare us for
*3991 - Caps & Lower Case - 18 pt.

NEWS GOTHIC COND.

Education-To prepare
*3991-A - Caps & Lower Case - 24 pt.

Education-To pr
*3992 - Caps & Lower Case - 36 pt.

Education-T
*3992-A - Caps & Lower Case - 48 pt.

Education
*3993 - Caps & Lower Case - 60 pt.

OLD ENGLISH

Diploma Headings
3969 - Caps & Lower Case - 24 pt.

Diploma Head
3970 - Caps & Lower Case - 36 pt.

Diploma
3971 - Caps & Lower Case - 48 pt.

Diplom
3972-C - Caps 3972-L - Lower Case - 72 pt.

* Also contains numbers 1 to 0

STYMIE OPEN

DRAMATIC!

*3891 - Caps & Lower Case - 24 pt.

Dramatic

*3892-C - Caps - 42 pt. 3892-L - Lower Case - 42 pt.

Drama

*3893-C - Caps - 60 pt. 3893-L - Lower Case - 60 pt.

TRADITIONAL

ABCDEabcd

*3851 - Caps & Lower Case - 24 pt.

ABCabcd

*3852-C - Caps - 42 pt. 3852-L - Lower Case - 42 pt.

ABabc

3853-L - Lower Case - 60 pt. *3853-C - Caps - 60 pt.

STYMIE EXTRA BOLD COND.

Quick-Sim

*3905-L - Lower Case *3905-C - Caps - 48 pt.

Quick

*3908-C - Caps - 84 pt. *3908-L - Lower Case - 84 pt.

VENUS MEDIUM EXT.

Smart New

*3930 - Caps & Lower Case - 18 pt.

Smart New

*3931 - Caps & Lower Case - 24 pt.

Smart N

*3932 - Caps & Lower Case - 30 pt.

Smar

*3933-L - Lower Case 3933-C - Caps - 48 pt.

TRADITIONAL

ABCabcde

*3849 - Caps & Lower Case 12 pt.

ABCabc

*3850 Caps & Lower Case - 18 pt.

CELLO-TAK TRANSFER TYPE
is available in opaque BLACK, WHITE and RED.

A COMPOSING ROOM OF YOUR OWN
is inexpensively provided when you have a stock of Cello-Tak on hand—and you don't have to wait for wet proofs. More than that, many Cello-Tak faces are not available in the largest print shops.

VENUS ULTRA BOLD EXTENDED

Simple-Ea

*3633 - Caps & Lower Case - 24 pt.

Simple-

*3634 - Caps & Lower Case - 36 pt.

Simpl

*3635-L - Lower Case 3635-C - Caps - 48 pt.

Sim

3637 - Caps - 72 pt. 3637-L - Lower Case - 72 pt.

WIDE LATIN

The Late

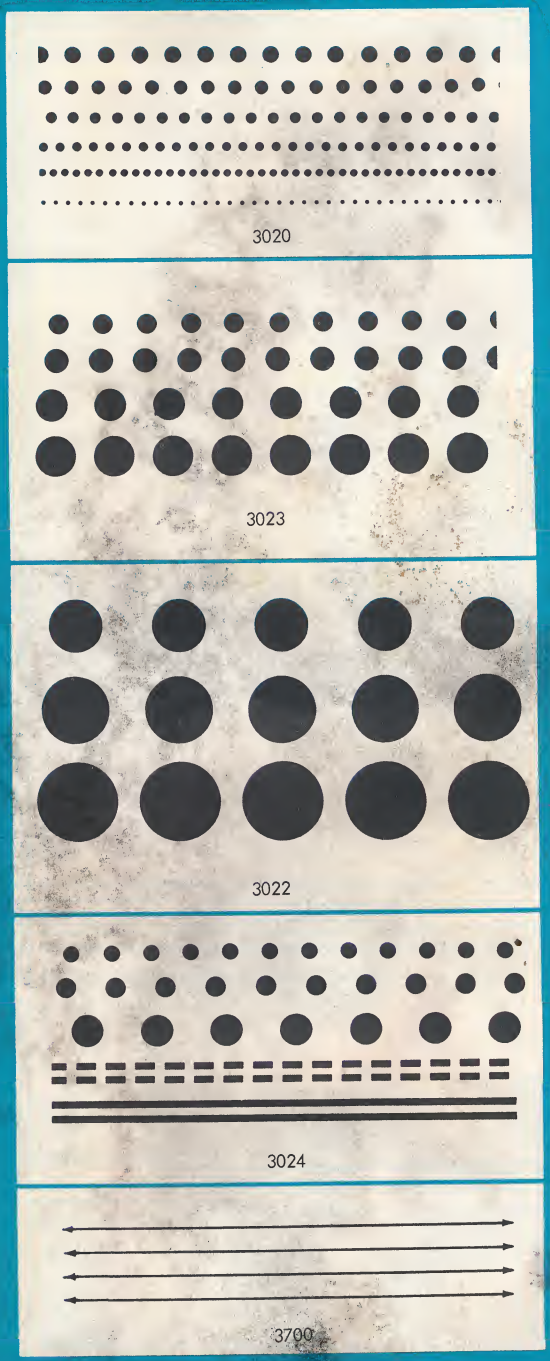
*3954 - Caps & Lower Case - 18 pt.

The L

*3953 - Caps & Lower Case - 30 pt.

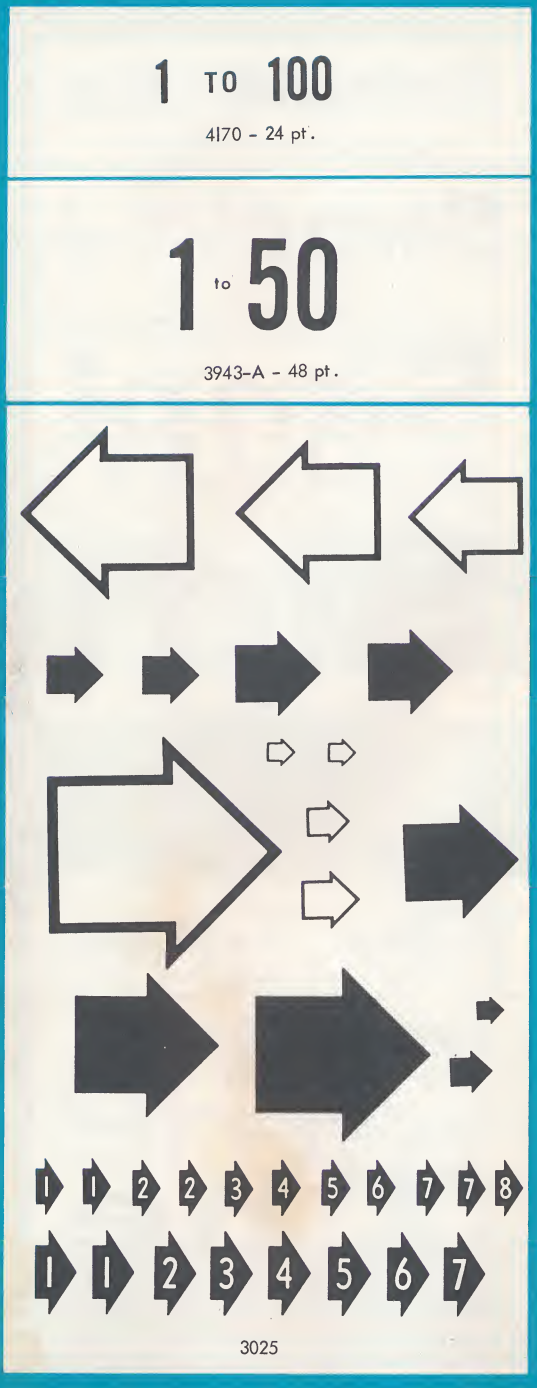
The

*3952-L - Lower Case 3952-C - Caps - 48 pt.



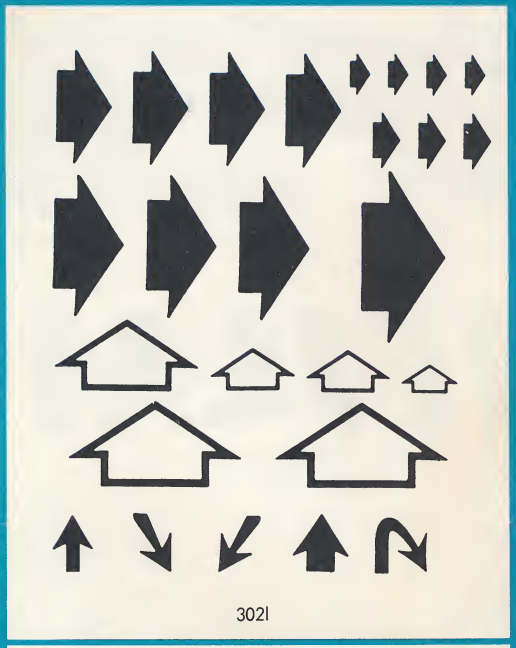
CELLO-TAK TRANSFER TYPE at present is available in opaque BLACK, WHITE and RED.

* Also contains numbers 1 to 0



Cello-Tak is perfect for ARTISTS, DRAFTSMEN, DESIGNERS, MAPMAKERS, CHARTMAKERS, PRODUCTION MEN and others.

STYLES SHOWN ARE ACTUAL SIZE



3021

4000

4001

A COMPOSING ROOM OF YOUR OWN is inexpensively provided when you have a stock of Cello-Tak on hand—and you don't have to wait for wet proofs. More than that, many Cello-Tak faces are not available in the largest print shops.

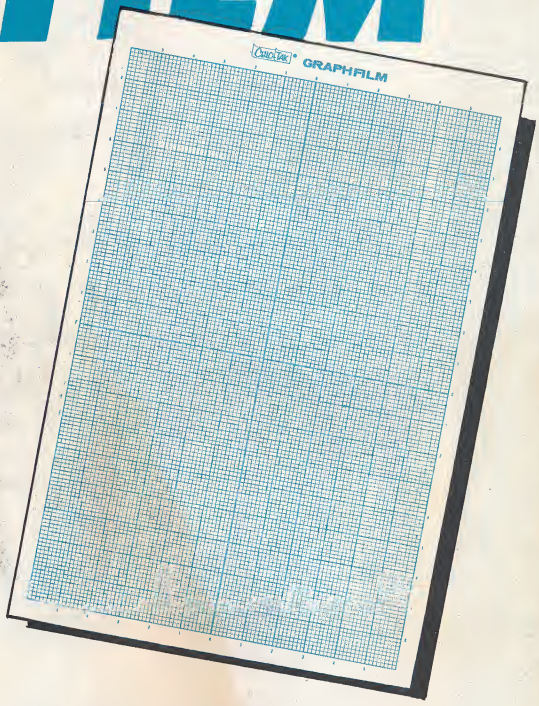
CELLO-TAK was created to be used by Advertising Departments, Department Stores, Lithographers, Art Services, Advertising Agencies, Silk Screen and other allied fields. It can be used for newspaper and magazine advertising, booklets, catalogs, labels, etc.

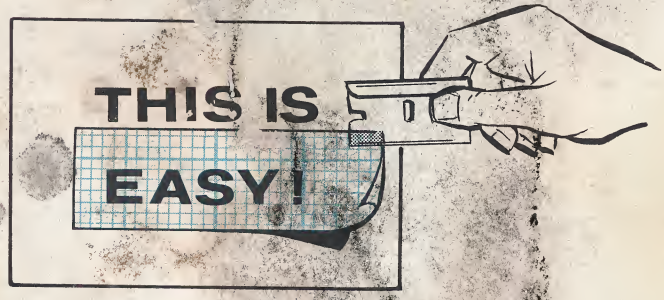
NEW!

The quick, easy way to position and align Paste-up Type...

GRAPHFILM

Align letters on non-reproducible GRAPHFILM lines. Cut out when copy is complete.





Place in position and align with other copy.

- Wax or Heat-Resistant Adhesive Backing.
- Non-glare matte-finish acetate.
- Non-reproducible blue lines.
- 8 lines to the inch.
- Every inch line accented.
- Sheet size 13" x 20" $1. sheet

Wax adhesive will be shipped unless otherwise specified.

"SPECIAL" TRANSFER TYPE

Logotypes, trade marks, special designs, symbols, drawings and any other matter which you use in quantity can be prepared as "SPECIAL TRANSFER TYPE" sheets to still further increase the time and money savings you experience when you use stock CELLO-TAK TRANSFER TYPE sheets. The examples on this page, greatly reduced in size, are but a few of the many hundreds of custom-made sheets which have been produced to meet the particular requirements of individual CELLO-TAK users.

"SPECIAL" TRANSFER TYPE SHEETS can be prepared to your exact specifications from your own copy or artwork at no extra cost. See below for information and prices.

Preparation of Copy

"SPECIAL TRANSFER TYPE" can be made from any black and white line copy which is sharp, clean, and suitable for reproduction. The quality of "SPECIAL" sheets is determined by the quality of the artwork submitted.

Size

The space your copy can occupy MUST NOT exceed 7½ x 11½ inches. Allow enough space around each unit to make transfer easy. Be sure your finished copy is correct in every detail and ready for clear reproduction.

Cost

Cello-Tak sheets produced to your specifications from your artwork.
Minimum order 50 sheets . . . Black, White or Red.....$1.50 per sheet
plus $20.00 plate charge

Additional quantity run at same time or 50 sheet reorder.....$1.00 per sheet

DELIVERY: Approximately 10 Days

STOCKED AND DISTRIBUTED BY